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FOR IMMEDIATE RELEASE

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Annual Workshop Helps Food Businesses Market Products

LAKEWOOD, Colo.– From tasty treats to savory snacks, companies across Colorado produce a wide variety of food products. An educational workshop on Thursday, April 18, is designed to help food manufacturers market their locally made products. The workshop is from 8am to 5pm at the Community College of Aurora, 16000 E. CentreTech Parkway, Aurora, Colo.

“We hope the information shared at the workshop will help Colorado companies excel in marketing their food and agriculture products,” said Wendy White, marketing specialist for the Colorado Department of Agriculture. “Whether you are just starting your business or have been involved in the food industry for years, this is a great workshop to fine tune your marketing skills.”

The one-day workshop features practical advice from professionals covering a variety of topics such as rules and regulations, brand building, working with retailers, and more. In addition to the presentations, participants also have an opportunity to learn from their peers by networking with representatives from other food processing companies.

“The Aurora Small Business Development Center has been assisting clients in the food industry for more than a decade, so we are excited to co-sponsor this event,” said Andrea Amonick, Manager, City of Aurora Development Services Division. “This year’s workshop has a great agenda with expert speakers who will encourage food-related entrepreneurs to aim for success.”

Speakers include Martha Sullins, Colorado State University Extension; Clark Wilson, Colorado Department of Public Health & Environment; Devin Koontz, FDA; George Vargulich, Tri-County Health Department; Brandon Shepherd, Mile High Food Science; Justin Prochnow, Greenberg Traurig; John Recca, BrandWerks Group; David Bloom, Stinkin’ Good Green Chile; Mike Schultz, Sedulous Foods; Justin Gold, Justin’s Nut Buttes; Mark Law, Whole Foods; Debbie Knapp, Natural Grocers by Vitamin Cottage; Debbie Calhoun, Costco; and Courtney DeWinter, DeWinter Comm.

The registration fee is \$35 per person before April 5 and \$45 after the deadline. Registration includes the program, workshop materials, continental breakfast and lunch. Pre-registration is required, and processing fees for electronic checks and credit card orders apply.

For more information or to register, visit www.coloradoagriculture.com or contact Wendy White at (303) 239-4119. The workshop is sponsored by the Colorado Department of Agriculture and Aurora Small Business Development Center.

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